



Fan into Flame

®

Campaign Secretary's Manual

For more information contact:
LCMS WORLD MISSION
1333 S. Kirkwood Rd.
St. Louis, MO 63122-7295
(800) 977-2017

Congregation Campaign Secretary

Each congregation within the district is asked to participate in *Fan into Flame* for a few short weeks. The Campaign Secretary plays a vital role in the success of *Fan into Flame* within the congregation. Your assistance will enable the campaign to exceed its target. Your work will ensure that all gifts are properly recorded, that donors are thanked and that all gifts are accurately credited to your congregation.

The Campaign Secretary in each congregation assists their congregation with organizing materials, auditing and processing gifts, preparing and submitting campaign reports and overseeing campaign public relations efforts within the church.

Ideal Qualifications:

- An organized and detail-oriented individual;
- Familiar with database used by the congregation;
- Familiar with congregation web site, newsletter, and bulletin; and
- Capable of making a sacrificial gift to *Fan into Flame*.

Campaign Secretary's Responsibilities:

- Records and processes all campaign gifts in accordance with campaign procedures;
- Submits regular report of gifts and/or payments to LCMS World Mission;
- Prepares list of congregation members for use in producing campaign materials;
- Organizes campaign materials for distribution at designated meetings;

Time Requirements:

- Campaign Secretaries will be actively involved during their congregation's appeal timetable for a few hours each week.

Mailing to All Households

All households will receive a letter under the pastor's signature, a campaign brochure, and suggested giving plans.

Initial Mailing: This mailing will go to all households in the congregation early in the appeal. This mailing would focus on informing the members about the appeal's goals. The mailing, which is sent first class, will include a pre-printed brochure.

Second Mailing: This mailing will include a brochure and gift plan card to each household to invite their support, along with a cover letter from the Pastor.

Non-Responsive Mailing: Following the second Commitment Sunday, a mailing should be sent to any household not offering a response as to their participation.

Record and Process All Gifts in Accordance with Campaign Procedures

The Campaign Secretary is in charge of recording all gifts and pledges. Weekly, Congregation volunteers are asked to return completed individual commitment cards. These cards are then given to the Campaign Secretary for processing.

To ensure all gifts are credited properly and accurately recorded to ensure that all donors receive appropriate recognition, the Campaign Secretary is asked to follow these steps each week:

1. Make sure that the information in the **Total Gift**, **Paid Now**, and **Balance** lines is complete and accurate.
2. Record the **Total Gift**, **Paid Now**, and **Balance** information on the congregation record card.
3. Cash may not be transmitted through the campaign envelope. If a donor makes a gift or initial payment in cash, the congregation is required to deposit all cash in a congregation checking account and draw one check for the complete value of cash down payments. This check is to be made out to *Fan into Flame*.
The congregation check should be bundled with the pledge cards representing the aggregate total of the check.
4. Attach donor checks to the appropriate pledge card with a paper clip. Do not staple checks or any other materials to pledge cards.

Each week, the Campaign Secretary is responsible for recording all gifts and pledges (and any initial payments) on a Record of Subscription form. The Campaign Secretary also needs to prepare a campaign envelope including all completed pledge cards, the Records of Subscription, and initial payments. This envelope needs to be prepared so it can either be picked up by FedEx or deposited in a FedEx drop-box. It will then be deposited to the campaign bank account. **It is very important that pledge cards, and gift payment**

checks are sent to the LCMS World Mission *Fan into Flame* campaign office EACH WEEK.

■ **Supply the campaign office with records of gifts and initial funds raised**

The Record of Subscription is a three-part form. The Campaign Secretary should include the appropriate copy in the congregation envelope, return one copy to the campaign director and retain one copy for congregation records each week that gifts and/or payments are received. The LCMS Foundation has agreed to manage the pledge redemption system of this campaign so as not to burden congregations with the additional administrative duties of multi-year pledge redemption.

In addition, the Campaign Secretary should complete all information on the Weekly Transmittal Form and separate the three-part form in accordance with the above procedures. The congregation and the campaign office should each have a copy and one copy should be included in the weekly congregation envelope.

To assist in accurate record keeping in the congregation, the campaign office suggests the Campaign Secretary prepare the following files:

1. Copy File: Photocopies of each pledge card and all checks should be made before sending the weekly FedEx.
2. Refusal File: Retain pledge cards that have been completed with a non-participatory response.

■ **Important Notice Regarding Subsequent Payments**


All payments on pledged gifts should be made directly to *Fan into Flame*. Donors will receive regular reminders from the national campaign office after they make their initial pledge. World Mission will acknowledge all pledges and gifts. If a subsequent payment comes to the congregation, please follow these steps:

1. Transfer the payment to *Fan into Flame* in a **separate envelope** marked Second Payment. The donor's name, address, and congregation should be recorded on the envelope.
2. A new pledge card should not be completed or included on the Record of Subscription.
3. If you have any questions, please speak with your campaign director.

Forms


■ **Record of Subscription**

Three-part form lists pledge information for campaign records and redemption. The following example illustrates how to complete this form.

RECORD OF SUBSCRIPTION				
				
Date <u>6/1/06</u> Report # <u>3</u> Page <u>1</u> of <u>1</u>				
Congregation Name <u>Grace</u> ID # <u>11111</u>				
City/Town <u>Austin</u> Prepared by <u>J. Smith</u>				
#	Donor Name	Address	Total Pledge	Initial Payment
1	Tom Jones	124 Main Street Austin, TX 78714	\$10,000	\$1,000
2	M/M Ron Johnston	1200 River Road Austin, TX 78714	\$7,500	\$750
3	Elizabeth Thomas	5275 S. 9th Street Austin, TX 78714	\$7,500	\$0
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
Page Subtotal			\$25,000	\$1,750
Total Previously Reported			\$10,000	\$1,000
Grand Total			\$35,000	\$2,750

■ **Weekly Transmittal Report Forms**

Report weekly campaign pledges and down payments to the Campaign Office. The following example, based on the information on the preceding page, illustrates how to complete this form.

WEEKLY TRANSMITTAL FORM			
			
Congregation <u>Grace</u> ID # <u>11111</u>			
City/Town <u>Austin</u> Date <u>6/1/06</u>			
	Total # of Gifts	Total Amount of Pledges and One-Time Gifts	Down Payments
This Report	<u>3</u>	<u>\$25,000</u>	<u>\$1,750</u>
Previous Total	<u>2</u>	<u>\$10,000</u>	<u>\$1,000</u>
Overall Congregation Total	<u>5</u>	<u>\$35,000</u>	<u>\$2,750</u>
Report # <u>3</u>			
Campaign Secretary <u>Joan Smith</u> Date <u>6/1/06</u>			
White Copy: Enclude with Pledges Yellow Copy: Campaign Office Pink Copy: Congregation Records S11631			

Pledge Cards

Pledge cards are used to document and record all gifts and pledges to the campaign.

Front

The front of the pledge cards form is divided into four main sections:

- VOLUNTEER RECRUITMENT CARD:** Includes fields for Team, Notes, and contact information for the Lutheran Church—Missouri Synod.
- CONGREGATION RECORD CARD:** Contains financial details like Total Pledge, Down Payment, and Balance, along with pledge frequency options (Monthly, Quarterly, Semi-Annually, Annually) and a start date.
- TEMPORARY RECEIPT:** A section for recording the total pledge and down payment.
- COMMITMENT CARD:** A section for recording the total pledge, balance, and pledge frequency, with a signature line for the donor.

Back

The back of the pledge cards form provides detailed instructions:

- CONGREGATION RECORD CARD INSTRUCTIONS:** Tells volunteers to write their name, telephone number, and date on the front, tear along the perforation, and submit completed cards to the Special Gift Committee Member.
- SPECIAL GIFT COMMITTEE MEMBER INSTRUCTIONS:** Asks members to call households, recruit 8-10 volunteers, and encourage each volunteer to attend the orientation meeting.
- CREDIT CARD PAYMENT INSTRUCTIONS:** Lists options for Visa, MasterCard, or Discover, and provides fields for card number, expiration date, and name.
- DIRECT DEBIT PAYMENT INSTRUCTIONS:** Provides fields for bank name, account number, and withdrawal amount.
- TEMPORARY RECEIPT:** A section for recording the first payment reminder and an acknowledgment for records.

Congregation Report Envelopes

The Campaign Secretary will place all completed pledge cards and forms in a Congregation Report Envelope, prior to sending them to US Bank's lockbox via FedEx. The following examples illustrates how to complete these forms.

The Congregation Report Envelope form includes:

- FOR BANK USE:** Envelope contains checks, cash, and documentation. Account: PO Box 790194, PAYEE: LCMS WORLD MISSION—FAN INTO FLAME. Contact: Julie Branson, 314-996-1665.
- CONGREGATION REPORT ENVELOPE:** Fields for Congregation Name, ID #, Address, City, State, ZIP, and Phone Number.
- Summary Table:**

CATEGORY	THIS REPORT ONLY	PREVIOUSLY REPORTED	TOTAL TO DATE
Total Number of Cards (Gifts+Refusals)			
Total Number of Gifts			
Total Amount of Pledges and One-Time Gifts			
Initial Payments			

Commitment Sunday Pledge Card:

The Commitment Sunday Pledge Card form includes:

- Header:** Congregation Grace and the **Fan into Flame** logo.
- Personal Info:** Name Joan Smith, Address 112 Cedar Lane, City Austin State TX ZIP 78714, Phone 512-596-5590.
- Pledge Options:** I am/We are pleased to make a gift to **Fan into Flame**:
 - YES! I/We agree to pledge today or increase my/our pledge.
 - Amen! I/We have already made a pledge.
 - Praying I am/We are thinking about our decision.
 - Please call me at _____ on _____
 - No. I am/We are unable to make a pledge today.
- Financials:** Total Pledge Amount \$ 5,000. Payable: Monthly Quarterly Semi-Annually Annually. Beginning: 01 / 06 for 5 months/years.

Fax Notification Form

This form will be completed and faxed to the LCMS Foundation, at the number listed on the form, after the Congregation Report Envelope has been prepared to be picked up by FedEx.

The Fax Notification of Congregation Package Sent form includes:

- Header:** **Fan into Flame** logo and LUTHERAN CHURCH—MISSOURI SYNOD FAX NOTIFICATION OF CONGREGATION PACKAGE SENT.
- Date:** 06/09/06
- TO:** Direct Gift Processing, LCMS Foundation, Attn: Julie Branson, 1333 S. Kirkwood Road, St. Louis, MO 63122, FAX: 314-996-1132.
- FROM:** Cindy Trevil (Name), 512-526-7421 (Phone Number).
- Package Details:**
 - Congregation Name: Grace ID #: 11111
 - Congregation Phone: 512-526-5387
 - Total Down Payment Sent: \$13,000
 - Total Pledges Sent: \$96,000
 - Date Sent: 06/09/06
 - Package Tracking Number: 8466431297791
 - Package Prepared By: Cindy Trevil

Fed Ex Airbill

The FedEx Billable Stamp form includes:

- Shipping Info:** ORDER: 54411301, EXPIRATION DATE 08/28/2009, DECLARED VALUE \$100.
- Destination:** US BANK CORP LOCKBOX SVCS, 1005 CONVENTION PLAZA, LOCKBOX 790194, ST LOUIS, MO 63101, (866) 257-2861.
- Tracking:** 862212782432, 862212782432.
- Service:** FedEx 2Day.